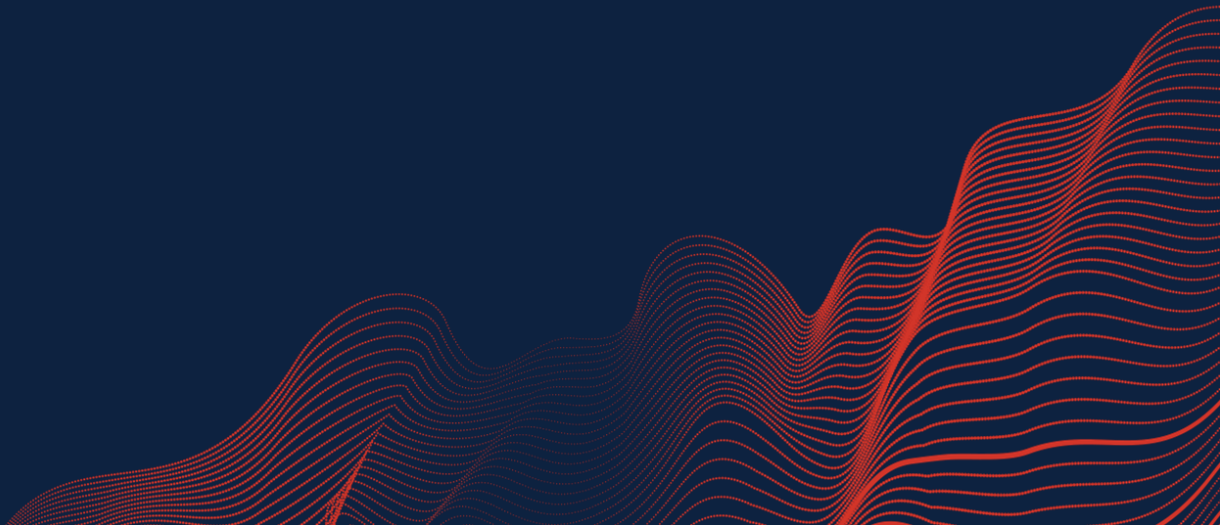




# Marketing: The Secret to **Improved Asset Value**

---

April 19, 2018



# MIKE WOLBER

Director of Sales Enablement



## 3 Levers:

# Pricing



# Sales



# Marketing





---

Our belief: marketing matters more than ever.  
**It should be your operational advantage.**



**Better Marketing =  
Increased NOI**

The marketing world is changing faster than ever



# Seismic Shifts in Marketing

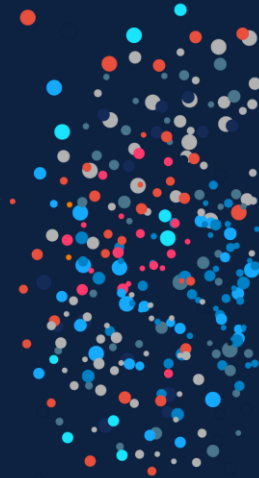
## LEAD GENERATION

2005 - 2010



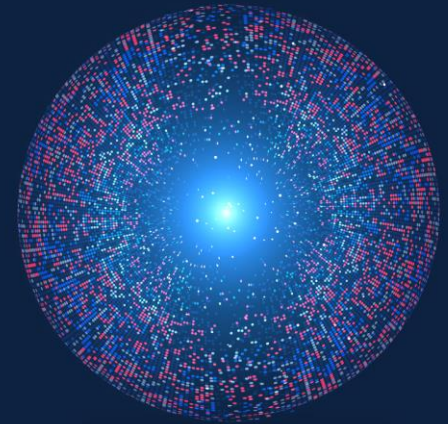
## PERFORMANCE OPTIMIZATION

2011-2017



## PREDICTIVE, AI DATA-DRIVEN

2018





Your customers expectations have  
*already changed.*







Need  
Search  
Browse  
Find  
Read

Maps  
Location  
Floor Plans  
Cost  
Availability



# Examples of AI Today

## NETFLIX/ SPOTIFY

Movie and Music  
recommendations



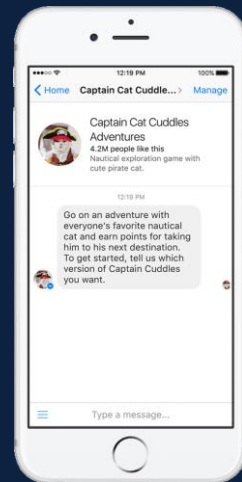
## AMAZON

You may also like...



## EMAIL/ FACEBOOK MESSENGER

Predictive Responses





**The Future of Marketing  
is powered by data**



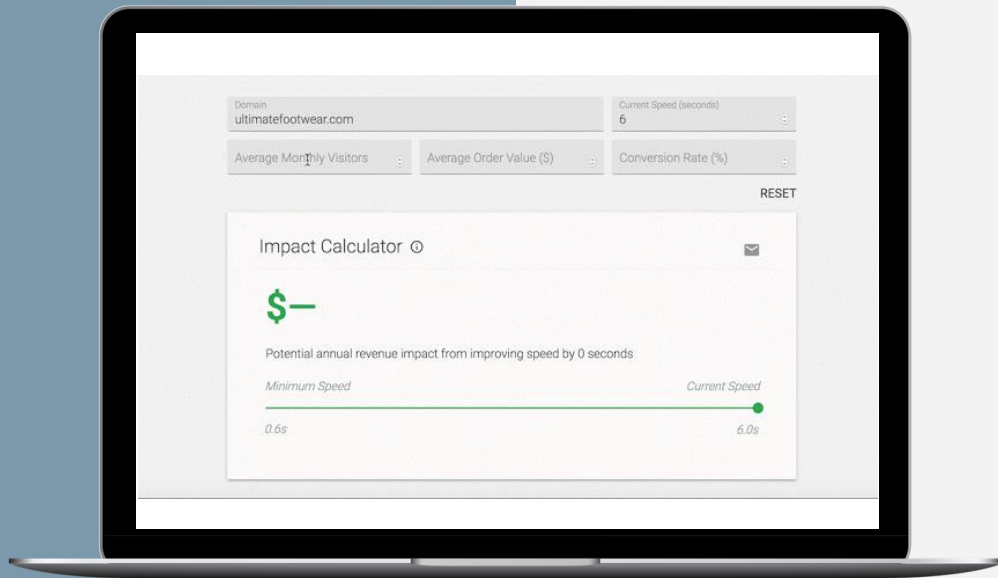
**What revenue management  
did for the Multifamily Industry in 2000**



**Programmatic and dynamic marketing  
channel spend will do in 2018**



Evaluate your performance.  
Test your marketing.



## Google Mobile Scorecard & Impact Calculator

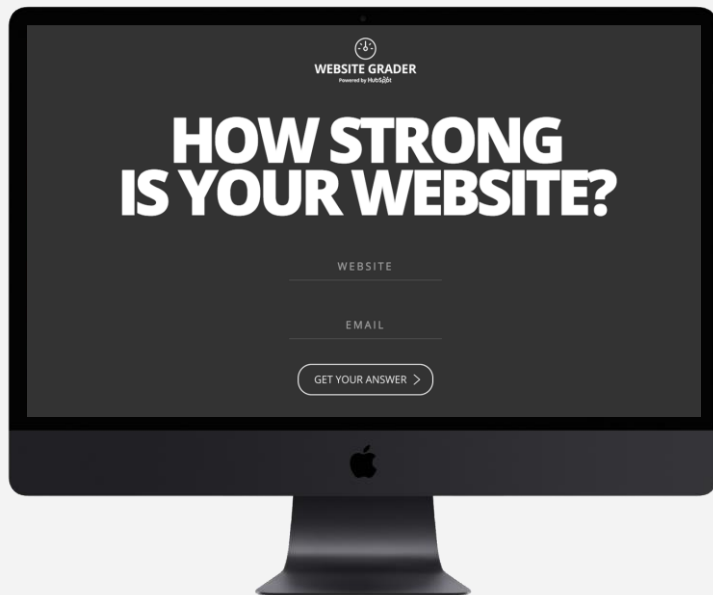
Test your mobile site speed against your competitors, and see the impact mobile speed can have on your bottom line.

A background image showing a person's hand writing on a document at a wooden desk. The person is wearing a watch. Another person is visible in the background, gesturing with their hand.

# Google AdWords Auction Insights Report

Compare your performance with other advertisers. Make strategic decisions about bidding and budgeting, and gain insights on how to improve your performance.





## HubSpot Website Grader

Free online tool that grades your site against key metrics like performance, mobile readiness, SEO, and security.



**Better Marketing =  
Increased NOI**

## 3 Questions to Ask:

Does your team  
look at marketing  
as an expense or  
as an operational  
advantage?

What marketing  
platform do you  
use?

Are you prepared  
to adapt to  
marketing changes  
like other  
industries?  
*E.g., hospitality*

**AMPLIFY YOUR IMPACT**



# Thank You



[GetG5.com](https://GetG5.com)